Inland Empire Clusters of Opportunity Action Plan





June 16, 2011











Identifying Inland Empire Industry Clusters

Background

- Starting in 2008, a team from Riverside and San Bernardino
 Counties met monthly to uncover regional clusters of opportunity
- Two clusters met the team's criteria:
 - Renewable Energy cluster of emerging industries
 - Recession Resistant cluster of existing industries
 - Health care
 - Logistics
 - Certain professional and business services
- In 2010, commissioned two-county labor market survey to validate the data analysis











Identifying Inland Empire Industry Clusters

Cluster Analysis Under RICOG

- Health Care Cluster
 - Most recession resistant cluster from our 2008-09 data analysis
 - Population-driven, new medical school opening at UC Riverside, livable wages, growth opportunities
- Logistics/Green Transportation Cluster
 - Logistics is fairly recession resistant
 - Cluster has high location quotient, good wages and consistent growth
 - Green transportation chosen to assess whether proposed partnerships and pilot AB 118 projects are viable











Two Methods of Engaging Employers

- Employer Forums
- Two-County Labor Market Study













Health Care Employer Forums

- Health Care Cluster Employer Forums
 - Majority from hospitals, 2 clinics, health care associations, ambulance company, colleges, universities and ROPs
- Health Care Priority Opportunities Selected by the Group
 - Region-wide health care career pipeline/pathways
 - Health IT
 - Attracting and retaining physicians









Health Care Cluster Priorities

Regional Health Care Career Pipeline/Pathways

- Engaged experts in mapping pipeline (Coachella Valley Economic Partnership) – subgroup of employer forum
- Centers of Excellence now gathering and synthesizing health care workforce data (40+ regional studies)
 - Result will be one comprehensive labor market report key trends, gap analysis, sector growth potential
- Results from COE report used to develop concept paper to give global vision of IE's health care workforce pipeline story
 - Long-range planning through 2030
 - Present concept paper to funders









Health Care Cluster Priorities (continued)

Health IT Literate Workforce

- Compile list of HIT vendors, recommended HIT software
- Work with associations, employers to understand industry needs
- Collaborate with So. Calif. Health Workforce Initiative for curriculum development and community college training

Attracting and Retaining Physicians

- Regional marketing and branding campaign to attract physicians
- Policy proposals such as forgiving student loans in exchange for practicing in the region
- Advocating for higher reimbursement rates in Inland Empire











Logistics/Transportation Employer Forums

- Logistics/Transportation Cluster Employer Forums
 - 3 logistics firms, transit agency, trucking company, medical transport business, bus sales, vehicle manufacturer, local university, city transportation department
 - Recruitment difficult to get participation
- Logistics/Transportation Priority Opportunities
 - Career awareness and job training strategies
 - Strategies to help reduce greenhouse gas emissions











Logistics/Transportation Cluster Priorities

Career Awareness and Job Training

- Share best practices of successful internship/work share model
- Invite all forum participants to join San Bernardino County's Transportation Council (Goal: identify employment and training needs of transportation and logistics industries)

Help Reduce Greenhouse Gas Emissions

- San Bernardino County trialing Esri's Route Optimization software with private sector partners to see if software is effective in reducing carbon emissions (decrease idle time and fuel consumption)
- Support manufacturer developing particulate filter for vehicle retrofits











AB 118 Strategies

- Mechanic training program to convert vehicles to CNG
 - 3 to 6 incumbent workers to be trained
 - Initially convert 6 medical transport vehicles, ARB certified
 - Future conversions to be done 6 at a time until Premier Medical Transport's entire fleet converted to CNB
- Pilot project with Stater Bros. Markets
 - Lease electric off-road vehicles for goods movement in
 2.1 million sq. ft. distribution center (vehicles ARB certified)
- Outreach campaign to regional independent trucking firms
 - Through email blast and online survey to compile employer feedback, send AQMD information on incentives for retrofits and purchasing new alternative fuel vehicles











Also Engaged Employers in a Labor Market Survey

www.usworks.com/InlandEmpire



Click on any of these tabs to get to the survey result information.

- 3,358 employers contacted Sep. to Nov. 2010
- Renewable Energy and Recession Resistant cluster industries surveyed
- Gathered detailed occupational data
- Asked to identify major challenges, and if they'd join future cluster focus groups







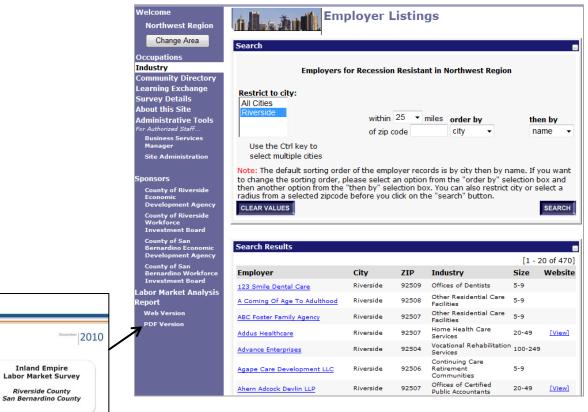




Sample of Labor Market Survey Results Web Page

www.usworks.com/InlandEmpire

Summary and Analytic



- 58-page analytic report of survey results, with skill gaps and recommendations
 - Findings validate our health care pipeline work and clusters analysis, as renewable energy and health care likely to be key to the Inland Empire's future growth











Leveraging Resources and Commitments

- Riverside and San Bernardino County WIB's invested \$250,000 for labor market study
- Rely on the expertise of health care employer forum participants in pipeline/pathways work, strategic planning and curriculum development and implementation
- Form partnerships with existing groups to leverage resources, avoid duplicating strategies and provide one strong regional voice
 - Coachella Valley Economic Partnership's Renewable Energy Roundtable
 - > Inland Empire Solar Energy Council
 - Inland Coalition for Health (formerly Health Executive Exchange)











Sustainable Systems Changes

- Cluster initiative enjoys broad-based support from Workforce Investment Boards in Riverside and San Bernardino Counties
 - Strong, unified voice for public policy advocacy
- Inland Empire Clusters of Opportunity team will continue to meet after the RICO project ends in June 2011
 - Cluster mobilization an ongoing process; will support health care group
- Expanded focus of Transportation Council, originally formed in 2006 as part of the San Bernardino County WIB
 - > Riverside County employers, educators and government staff to attend
- Continued use of RICO process of employer engagement
 - When convene future focus groups, such as for renewable energy cluster, will use techniques to find out employers' priority strategies











Questions











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